EYEFUL

Glorifying the American Girl

OCT.
25¢

HIGH-HEEL BEAUTIES

Appear SLIMMER... FEEL BETTER...LOOK YOUNGER WITH "COMMANDER"

..."The Amazing NEW Abdominal Supporter"

YES, INSTANTLY, you, too, can begin to feel ALIVE . . . ON TOP OF THE WORLD by joining the Parade of Men who are marching up the highway of happier living with the COMMANDER, the amazing new Men's Abdominal Supporter. Look and feel younger!

GET "IN SHAPE" INSTANTLY—ENJOY A HAPPY STREAMLINED APPEARANCE

The COMMANDER presents the new exclusively designed "INTERLOCKING HANDS" principle for extra support where you need it most. It flattens the burdensome sagging "corporation" and restores to the body the zestful invigorating feeling that comes with firm, sure "bay window" control. Try COMMANDER yourself.

Order this new belt today and begin enjoying the pleasure of feeling "in shape" and "in trim" at once.

BREATHE EASIER—TAKE WEIGHT OFF TIRED FEET

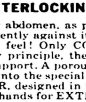
The helpful and uplifting EXTRA SUPPORTING power of COMMANDER firmly supports abdominal sag. The very instant you pull on the belt you breathe easier . . . your wind is longer . . . you feel better!

YOUR BACK IS BRACED—CLOTHES FIT BETTER—YOU APPEAR TALLER

The COMMANDER braces your figure . . . you look and feel slimmer . . . your clothes fit you better. Your friends will notice the improvement in your appearance immediately.

COMMANDER IS NEW AND MODERN

The absence of gouging steel ribs, dangling buckles and bothersome laces will prove a joy. COMMANDER has a real man's athletic type pouch which is completely detachable. Takes just a moment to detach for washing or replacing with another. It gives genuine male protection. Try this amazing new belt with full confidence . . . and at our risk. SEND FOR IT NOW! Just mail coupon.



Ward-Green Co., 113 W. 57 St., New York 19, N.Y.

BEFORE AFTER

"MAKE THIS TEST YOURSELF"

...and feel what we mean by "THE SECRET OF THE INTERLOCKING HANDS"

Clasp hands over abdomen, as pictured, then raise and press gently against it. Notice how much better you feel! Only COMMANDER contains the new principle, the interlocking hands, for firm support. A porous non-stretch material is built into the special stretchy body of COMMANDER, designed in the outline of two interlocking hands for EXTRA DOUBLE Support where needed most. No Buckles, Laces or Straps.

Improve Your Appearance INSTANTLY!

Notice how you immediately take on a more youthful, more athletic looking appearance —with the COMMANDER. This amazing supporter gives you control firm enough to support abdominal sag, yet gentle enough to make wearing the COMMANDER a pleasure.

Mail this Coupon Today

WARD GREEN CO., DEPT. T-8910
113 WEST 57TH STREET, NEW YORK 19, N. Y.

Send me the "COMMANDER" for ten days' trial. I will pay postman special price of $2.98 plus postage. If not satisfied after wearing it ten days, I may return it and purchase price will be promptly refunded.

My waist measure is.....My height is.....

Name.....

Address.....

City.....Zone.....State.....

☐ Check here if you enclose $2.98 with this order and we will pay postage charges. The same refund offer holds.

©1947, Ward Green Co.

FREE 10 Day Trial!

If it fails to do all we say send it back and the purchase price will be promptly refunded

Only $2.98

Special Large Sizes 48 to 60 $3.9-

Sizes 28 to 47

Commander Wearers All Over America Say—

"Enclosed find order for another belt. I wouldn't be without this supporter for ten times what it costs."
—Dr. C. G. S., Illinois

"I must write and tell you how well pleased I am with your supporter. It is giving me so much comfort."
—H. A. Z., Bethlehem, Pa.

"Enclosed please find an order for two more. I am using the Commander right now and am well satisfied. It is the most practical belt I have ever had."
—E. W., Chicago, Ill.

"I am sure you will be pleased to know that it is by far the best and most practical supporter I have ever had."
—Dr. A. M. S., Mich.

"I purchased a belt for my husband which has proved to be the most wonderful thing he has ever worn. I wish I could put into words how much better he looks and feels."
—(Mrs.) R. E. M., Phila., Pa.

Above are just a few of many unsolicited testimonials for the Commander we receive regularly. Originals of these and others are on file.

REDUCE FAT

Pounds Off Hips, Etc. Positively Safe, Easy

Science now shows that most fat people don't have to remain overweight any longer. Except a comparatively few cases, every one of these thousands of persons can now reduce **quickly and safely**—without unwarranted exercise, discomfort or diets.

Something New & Quick

Are you one of these thousands, most of whom have tried to reduce by following food fads, menus, etc.—and failed? If you are, here's something new, what modern science has discovered on reducing foods, drugs and devices. Here's how you can reduce scientifically, with new health and attractiveness—and without unnecessary exercise, dieting, massage, etc.

Simple Directions Guaranteed Harmless

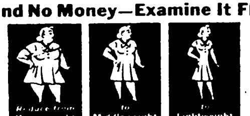
The "Complete Weight Reducer," a wonderful new book, has just published these marvelous reducing revelations. No matter how overweight you may be from non-glandular dysfunctions, these measures will help slim you considerably in a few short weeks. Just follow the simple directions on general reducing and spot reducing on abdomen, double chin, hips, neck, thighs, arms, legs, etc., at once and your reducible pounds and inches of excess fat will go down, down, down . . . until you soon feel like a different person, with new pep and popularity.

Endorsed In Medical Journals

Illinois Medical Journal says: "Can be used quickly and easily." **Michigan State Medical Journal** says: "Gives positive advice and instructions." **Medical World** says: "Should be read from cover to cover before starting any treatment." **Mississippi Valley Medical Journal** says: "Physicians can recommend to their overweight patients."

Also praised by many editors and columnists all over U.S.A.

Send No Money—Examine It FREE



HARVEST HOUSE, Dept. M-605
363 Broadway, New York 13, N. Y.

Send me at once in plain package, for 5 days free examination, the COMPLETE WEIGHT REDUCER. When it arrives, I will deposit $1.98 plus postage with the postman. If within 5 days of following its simple reducing instructions, I am not completely satisfied, I may return it and you will refund my full deposit of $1.98. Otherwise, I will keep it and the deposit will be considered payment in full.

Name . . . .

Address . . . .

City . . . . Zone . . . . . State . . . .

Check here if you want to save postage by enclosing $1.98 now. Same refund guarantee.

Canadian orders, $2.50 in advance

Appear at once TALLER

SHORT MEN

Many Doctors Advise You . . .

New, Safe, Quick and Inexpensive

At last! Here's something new that gives amazingly simple aids to height increase. Thousands of short men all over America are now adding inches to their appearance—and increasing their popularity too. Many doctors enthusiastically recommend this book for all underheight persons.

Acclaimed & Endorsed Everywhere

This is the great new book doctors have been reading about in leading medical reviews. **Illinois Medical Journal** says: "Pages packed with height helps, instructions, practices. Answers all questions on height-increasing methods." **Ohio Medical Journal** says: "The first book of its kind." **Wisconsin Medical Journal** says: "There really are certain things which a small person may do to increase his size apparently." **Southern Medicine** says: "A unique book with great possibilities." Covers drugs, body-build measures, devices, etc. Simple directions. Lifetime results.

OUR OFFER—SEND NO MONEY

"Short Stature & Height Increase" gives you every apparent method endorsed by scientists and recommended by physicians. **Formerly $3.00. Now only $1.98.** Guaranteed harmless. Command attention, be admired by women. **Send no money.** Rush coupon today

HARVEST HOUSE, Dept. M-496
363 Broadway, New York 13, N.Y.
Send SHORT STATURE & HEIGHT INCREASE in plain package. On delivery I will pay postman $1.98 plus few cents postage. If not satisfied I may return it within ten days and my $1.98 will be refunded.

Name . . . .

Address . . . .

☐ CHECK HERE if you want to save postage. Enclose $2.00 with coupon and we ship prepaid.

BANISHED FOREVER

From Face, Arms, Legs, Body

Remove your unsightly hair from any part of your face, arms, legs or body. You positively can now—safely, painlessly or permanently. Doctors say there is absolutely nothing like this anywhere. They enthusiastically endorse it—and praise it more highly than any hair remover on the market

Recommended by America's Greatest Beauty Experts

The world's only book author on the removal of unsightly hair has just published his great, illustrated book. **Every method endorsed by physicians, approved by dermatologists and recommended by beauty specialists is explained in it.** Simply follow these instructions on depilatories, abrasives, creams, lotions, waxes, etc. **Also permanent measures, painless preparations and safe home methods.**

Our Offer—Send No Money

ONLY 98c

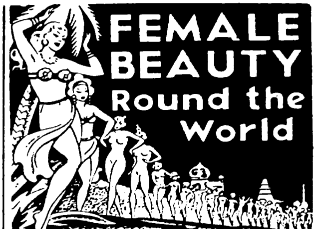
Lovely, radiant, hair-free skin on lips, chin, legs, arms, etc., is attractive—helps girls win love and men. SUPERFLUOUS HAIR AND ITS REMOVAL is only 98 cents. Formerly $2.00. Simple directions. Life-time results. Guaranteed harmless. **SEND NO MONEY.** Just mail coupon **NOW.**

HARVEST HOUSE, 363 Broadway, Dept. M-282, N. Y. C. 13
Send SUPERFLUOUS HAIR AND ITS REMOVAL in plain package. On delivery I will pay postman 98 cents plus few cents postage. If not satisfied I may return it within ten days and my 98 cents will be refunded.
Canadian orders $1.35 in advance

Name . . . .

Address . . . .

☐ CHECK HERE if you want to save postage. Enclose $1.00 with coupon and we ship prepaid.



World's Greatest Collection of Strange & Secret Photographs

NOW you can travel round the world with the most daring adventurers. You can see with your own eyes the weirdest peoples on earth. You witness the strangest customs of the red, white, brown, black and yellow races. You attend their startling rites, their mysterious practices. They are all assembled for you in these five great volumes of the SECRET MUSEUM OF MANKIND.

600 LARGE PAGES

Here is the world's Greatest Collection of Strange and Secret Photographs. Here are Exotic Photos from Europe, Primitive Photos from Africa, Torture Photos from Asia, Female Photos from Oceania and America, and hundreds of others. There are almost **600 LARGE PAGES** of Camera Shots, each page 57 square inches in size!

1,000 PHOTOS

You see actual courtship practiced in every quarter of the world. You see magic and mystery in queer lands where the foot of a white man has rarely trod. You see Oriental modes of marriage and female slavery in China, Japan, India, etc. Through the intimacy of the camera you witness the exotic habits of every continent and the strangest customs of life and love in America, Europe, etc. You are bewildered by these large pages of **ONE THOUSAND PHOTOGRAPHS**, including 130 full-page photos, and thrilled by the hundreds of short stories that describe them.

Contents of 5-Volume Set

Volume 1—The Secret Album of Africa
Volume 2—The Secret Album of Europe
Volume 3—The Secret Album of Asia
Volume 4—The Secret Album of America
Volume 5—The Secret Album of Oceania

5 PICTURE-PACKED VOLUMES

The **SECRET MUSEUM OF MANKIND** consists of five picture-packed volumes (solidly bound together for convenient reading). Dip into any one of these volumes, and as you turn its pages, you will find it difficult to tear yourself away. Here in story and unusual photo is the **WORLD'S GREATEST COLLECTION OF STRANGE AND SECRET PHOTOGRAPHS**, containing everything from Female Beauty Round the World to the most Mysterious Cults and Customs. These hundreds and hundreds of large pages will give you days and nights of thrilling instruction.

Specimen Photos

Various Secret Societies—Civilized Love vs. Savage—Exotic Rites and Cults—Strange Crimes, Criminals—Omens, Totems & Taboos—Mysterious Customs—Dress & Undress Round the World.

1,000 Strange and Secret Photos

SEND NO MONEY

Simply sign and mail the coupon. Remember, each of the 5 Volumes is 9¼ inches high, and opened over a foot wide! Remember also that this 5-Volume Set formerly sold for $10. And it is bound in expensive "life-time" cloth. Don't put this off. Fill out the coupon, drop it in the next mail, and receive this huge work at once.

METRO PUBLICATIONS
363 Broadway, Dept. 1710, New York 13, N. Y.

Send me "The Secret Museum of Mankind" (5 great volumes bound together). I will pay postman $1.98 plus postage on arrival. If in 5 days I am not delighted, I will return the book and you will refund my $1.98.

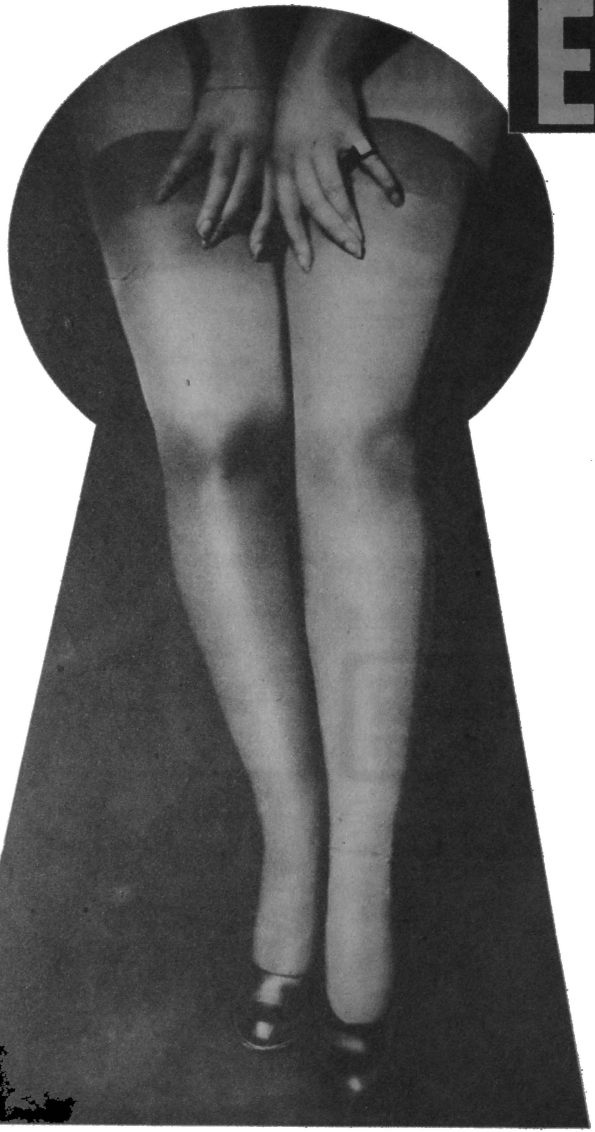
Name . . . .

Address . . . .

City . . . . **Zone** . . . . . **State** . . . .

☐ Check here to save 11 cents postage charge by enclosing $1.98 now. Same refund guarantee.

Canadian and foreign orders $2.50 in advance



EYEFUL

Trade Mark Registered U. S. Pat. Off.

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★ GLORIFYING THE AMERICAN GIRL ★

ADVICE TO READERS:

who are suffering the miseries of

BAD SKIN

Stop Worrying Now About Pimples and Blackheads

and other externally caused skin troubles

JUST FOLLOW SKIN DOCTOR'S SIMPLE DIRECTIONS

SQUEEZING pimples or blackheads to get rid of them is a nasty, messy business—but that isn't the worst of it. Because doing so may also be injurious and leave your skin with unsightly, embarrassing blemishes. There is, now, a much easier, safer, cleaner way to help you rid your face of ugly, offensive, externally caused skin troubles. You merely follow a doctor's simple directions.

Good-Looking Skin Is Not for Women Only

You—yes, you—can have the same healthy, normal complexion free from externally caused skin troubles simply by giving your skin the special care that handsome screen stars give theirs. There's almost nothing to it—it is just about as easy as washing your face. *The whole secret consists of washing your face in a way that thoroughly cleanses the pores of every last speck of dirt and grime*—something that ordinary cleansing may not do. In fact, examination after examination shows that, usually, it is not a case of "bad skin" so much as a case of incomplete or faulty cleansing. What you should use is a highly concentrated soap like Viderm Skin Cleanser which penetrates the pores and acts as an antiseptic. When followed by a quick application of Viderm Medicated Skin Cream, specks of irritating dirt and grime are quickly washed out; they dissolve and disappear, leaving your skin clean, clear and free of the specks that often bring out pimples, blackheads and other externally-caused skin troubles.

DON'T DO THIS!

Don't murder your skin by squeezing it. Skin is delicate. When you break it, you leave yourself wide open to miseries. It's far easier, far safer, to let the Double Viderm treatment help you enjoy a handsome, clear and blemish-free complexion.

It's Foolish to Take Bad Skin for Granted

It doesn't pay to risk marred skin, blotches, blemishes. Your very success in business, love and social life may depend upon your looks. *Handsomeness and a good appearance usually start with the condition of your skin.* Nobody likes a skin that looks unhealthy, unclean, abused, and marked with blackheads or pimples. WOMEN ARE ATTRACTED TO MEN WHO HAVE SMOOTH, CLEAR, ROBUST-LOOKING SKIN. Business executives don't choose men who have a poor-looking complexion. Don't take chances with your success in life when this inexpensive Viderm formula may help you.

Don't murder your skin! Here's all you have to do to keep it smooth and clear. Use Viderm Skin Cleanser when you wash your face. Rub the rich lather of this highly-concentrated soap on your face for just a few seconds and then rinse it off. Then apply a little Viderm Medicated Skin Cream and that's all there is to it. Viderm Medicated Skin Cream quickly disappears, leaving your skin nice and smooth. This simple treatment, used after shaving, helps heal tiny nicks and cuts, relieves razor-burn and smarting, besides conditioning your skin.

Give Your Face This Treat for 7 Days

Stop worrying and being embarrassed over what may happen to your skin. Just send for your Viderm Double Treatment this minute, and be confident that you will keep a smooth and clear complexion. Follow the simple directions, written by a doctor, that you will get with your Viderm Double Treatment; then look in your mirror and listen to your friends admire your smooth, clear skin—the kind that women go for.

Just mail your name and address to The New York Skin Laboratory, 206 Division Street, **Dept. 131** New York City 2, New York. By return mail you will receive both of the Viderm formulas, complete with full directions, and packed in a safety-sealed carton. On delivery, pay two dollars plus postage. If you wish, you can save the postage fee by mailing the two dollars with your letter. Then, if you aren't thrilled with results, your money will be cheerfully refunded. Remember that both of the formulas you use have been fully tested and proven, and are reliable for you. If they don't help you, your treatments cost you nothing. After you have received your Viderm, if you have any questions to ask concerning abused skin, just send them in.

BUXOM BELLE

The full, firm contours of pretty Penny Parker rise to even greater splendor when they are poured into a corset which laces her little waistline to an incredibly intriguing infinitesimal measure. Just as this binding figure garment makes Penny's bust and hips billow in amazing loveliness, so do her high boots grip her ankles making her shapely calves emerge in all their perfection.

WHAT MEN DON'T LIKE ABOUT WOMEN

WOMEN EXPOSED AS THEY REALLY ARE

NOTHING OMITTED . . . NO PUNCHES PULLED

Never before in the English language has the veil of secrecy been so thoroughly stripped from women. Never before has politeness, male deference, and smug courtesy been so completely disregarded . . . the truth so bluntly and unsparingly told. Thomas D. Horton figuratively takes the so-called "fair-sex" apart, reveals the callous and frank truth about the things that men think, yet rarely have the courage to say. In almost every sentence of this frank book you will find something to chuckle about, something that will bring to mind an experience of your own in your relationships with the opposite sex. Your wife or sweetheart may not enjoy watching you read this revealing book . . . but brother, YOU'LL LOVE IT!

THERE'S DYNAMITE ON EVERY PAGE

This amusing, often shocking book, does not talk in generalities. Based on the author's wide and frequently unusual experience, it discusses women, their thoughts, habits, speech and actions under almost every conceivable condition. You'll meet them in night clubs, in the office, in love, learn what they really say to and about each other, hear their candid opinions about men. Here, at last, is a man who is willing to stand up and fight for the superiority of his sex! You will gasp with amazement when you discover how thoroughly he covers the subject, how little he leaves to the imagination. Once you've read "What Men Don't Like About Women" you will regard them differently, understand them better . . . perhaps never again feel inferior or embarrassed.

You'll Gasp When You
LEARN THE TRUTH ABOUT

WOMEN AS FLIRTS
- Their penchant for married men
- Their sneakiness
- Their unfilled promises
  and much more

WOMEN IN THE OFFICE
- Their unfair practices
- Their unbusinesslike attitude
  and much more

WOMEN AND THEIR DREAMS
- What they really dream about
- What they don't dream about
  and much more

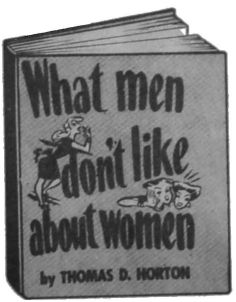
WOMEN AND OTHER MEN
- Their two-penny tricks
- Their discourtesy when referring to them
  and much more

WOMEN AS REJECTED LOVERS
- Their refusal to accept rejection
- Their fictitious ailments
- Their unfair bargaining
  . . . and much more

WOMEN AS ENGAGED ANIMALS
- Their immediate sense of ownership
- Their bad sportsmanship
- Their jealousy of your mother
  . . . and much more

WOMEN IN BED — AND THE MORNING AFTER
- Their vulgar talk
- Their poor taste
- Their morning manners
  . . . and much more

AND THAT'S ONLY THE BEGINNING



COMPLETELY and HILARIOUSLY ILLUSTRATED

HERALD PUBLISHING CO.
45 E. 17th St., N. Y. 3, N. Y.

DON'T READ IT TO A WOMAN!

"There is not the slightest likelihood of any male ever reviewing this book before a woman's club. The insurance premium would be prohibitive. Turn to any chapter, any paragraph and read it aloud in the presence of a female, and you'll have fury with its claws out." COLUMBUS NEWS

"BANNED IN BOSTON"

"It is unquestionable that . . . the remarks made by Thomas D. Horton are of the shock variety, but then the truth has always been so. And yet, at this writing, rumor reaches me that this magnificent work will be banned in Boston!" BETHLEHEM BULLETIN

SEND NO MONEY

Learn the truth about women, at home, without risk. Send no money. Simply fill in and mail the coupon. On arrival pay the postman only $2.00 plus postage, or enclose $2.00 with the coupon and receive this book-delight postpaid. "What Men Don't Like About Women" must give you the most hilarious, rib-tickling nightsful of reading pleasure you have ever experienced, or return it within 5 days for full and prompt refund of your purchase price. Don't delay . . . send the coupon today.

HERALD PUBLISHING CO., Dept. WM-49
45 E. 17th St., New York 3, N. Y.

Rush my copy of "What Men Don't Like About Women" at once. On arrival I will pay the postman only $2.00 plus postage. I must be delighted or will return book within 5 days for full purchase price refund.

☐ I enclose $2.00. Send postpaid. Same refund guarantee.

Name.....

Address.....

City & Zone..... State..... Age.....

1. Yep, this pic
entitled Slipping Beauty!

2. Broken heel, baby? What a heel of a situation!

THIS is a heel of a yarn, gang, but listen closely to a tale about a gal who's too bootiful for words! Now Marge is a shoe-shoe baby who looks cute from any ankle. Our sweetie tripped over a rug the other day and broke the heel off her shoe. You know these modern gals, gents, they really know the fix of life.

So Marge got right to work and decided to mend the shoe herself. Does she know how to mend? Why, our baby has always been in demend! Marge bought a hammer and nails and got busy on her shoe. Ah, honey, you shoe do something to us! For what we're thinking, a man could be shod at sunrise!

HEEL TO

Sole-ful Story

3. Gonna fix something, hon? You [illegible] you know [illegible]!

4. Ah, an all-Hammerican gal!

PAY

Our sweetheart held the broken heel, poised the hammer, and wham! she cracked her thumb a beautiful smack. "Get the iodine, get the splints, get the bandage!" cried toots. "This is thumb fun, and I don't like it!" Our cutie ended up tying the heel to the shoe with a piece of bandage. Aw, the heel with the heel, sweet. We'll take you 'cause you shoe are cute! In fact, you're the walk of the town!

6. Wow, angel's in thumb trouble!

Now Here's A Well-Heeled Gal!

5. Looks like honey's trying to hit the nylon the head

7. An idea, darling? What a lovely eye-dear!

8. Gee, look at the swell bandage. How much did it gauze?

Want to know who the polka-dotted beauty is? It's Lola Random, and she's a delight to the eye.

Throwing a roguish glance over her pink, dimpled shoulder is cute and curvey Irma Pratt.

Thrilling Trio

Here's a triple treat for the price of just one admission. Yes, our pages unfold on as luscious a set of lovelies as you'll see anywhere. Though each cookie is distinctive as to color of hair, twinkle of eye, and shape of moist, blushing mouth, all are alike in their possession of ripe, young curves which make them symmetrically sensational.

The gal giving you that languorous, exotic look is Ann Withers. A beauty of note, Ann shows her charms to perfection.

Fiery and roguish, lovely Isabel Sands will charm your heart.

Buck Curtis will please those who delight in lush voluptuous brunettes.

A chic blonde siren is adorable coquettish Vicki Butler.

A Quartet of Beauty which Intrigues with its Fresh Appeal

Fabulous

Penny Styles seems to be in a questioning mood, but there's no questioning her charms which are obvious and provocative.

Faces...

Their hair glistens in tones which range from brilliant gold to blue black; their eyes sparkle in a spectrum of color running the gamut of azure blue to sea-foam green to shades of deep, dark brown. Their tip-tilted noses are Grecianly perfect while their moist dewy lips go from blush pink to raspberry red. They are the lucky owners of the fantastic frames and fabulous faces.

1. Puttin' on a boot, dear? You're bootiful all right!

2. Boy, what a booty!

. Hatta girl! Now you look like a red hat mama!

4. Why is she sticking an apple on her baton? That's fruit for thought!

She's Got Us Twirl Crazy!

HEY, GUYS, don't miss the Memorial Day parade. June's gonna lead her band, and after one look at our little drum major, it's easy to see why they want her to march on Memorial Day—the babe's some decoration!

"And I've got all my equipment, gang." You're telling us! "No, I mean my shako, my baton, and my high boots. They're all shined up, ready to go." That's swell, honey, and we'll be watching for you when the parade comes by. Yessir, you'll step, we'll look, and we'll listen!

5. What's going on here? We'll give you one gaze, boys!

This Kid Beats the Band

DRUM MAJOR (Continued)

WELL, for a whole week June practi twirling her baton. This honey belie twirly to bed and twirly to rise makes a dru major nice on the eyes! But when the afterno of the big parade came along, our sweetie w so tired, she decided to mix a shaker full drinks—just to relax of course! "Wow!" cutie cried, drinking it all up, "Now I'm cert my band will win the prize for playing piece of music longer than any other ba cause we'll play, 'The Stars and Stripes F ever'!" Well, see you at the parade, ba And keep your eyes on June; she's drum kid

6. "This is how I march." And we like it very march!

7. There's one feather in her hat and Three Feathers in the shaker!

8. Shakin' up a drink, angel? Well for goodness shakes!

9. Look, toots is drinking from her hat. Must be a night-cap!

No chains can imprison shackles bind the charms rightly belong to Virginia Bus who here excitingly emotes as incarcerated harem honey. V ginia's undeniable histrio charms are nightly observed the gay boys of Manhattan as cavorts in the chorus of famed Latin Quarter night cl

ENCHANTED ENCHANTRESS

Fearless Femme

No one can trifle with the affections of this femme fatale. Her coal black eyes shoot sparks of fire, and her glance makes the strongest cringe. Her whip hand grips firmly about the head of her cowhide lash as Chici Peters depicts a wild Apache.

GLORIOUS GAMS

The all-American angel is known around the globe for the beauty of her figure and most especially the length and perfection of her shapely stems. Ruth Gillen, gorgeous New York dancer, is a case in point to illustrate the undeniable superiority of American gams. Sheathed in clinging black silk, Ruth's leg-appeal is something to sing about.

BEWITCHING *Blonde*

Little girls may be made of sugar and spice and everything nice, but this king-size cutie is made of glistening gold, sultry sophistication, and curves which cover her 5 feet 9 inch torso with a full 36 inch bust, 26 inch waist and 37 inch hips. These amazing contours belong to Vicki Wyatt, an amazing glamazonian showgirl.

Indianapolis, Ind.

Dear Editor-

Yours is a fine and worthy publication. However, either thru oversight or ignorance you have neglected to feature a wonderful item of female apparel which, at least to this reader, conveys the height of feminine appeal and adds an intriguing bit of unusual splendor.

Why not show us a picture of a white skinned brunette clothed in an expensive fur—preferably silver fox. If you could arrange to have the lady in question wear stockings—sheer and black—it would truly make up into my ideal photograph. What do you say, Editor?

Yours truly,

E. K.

Fort Lee, New Jersey

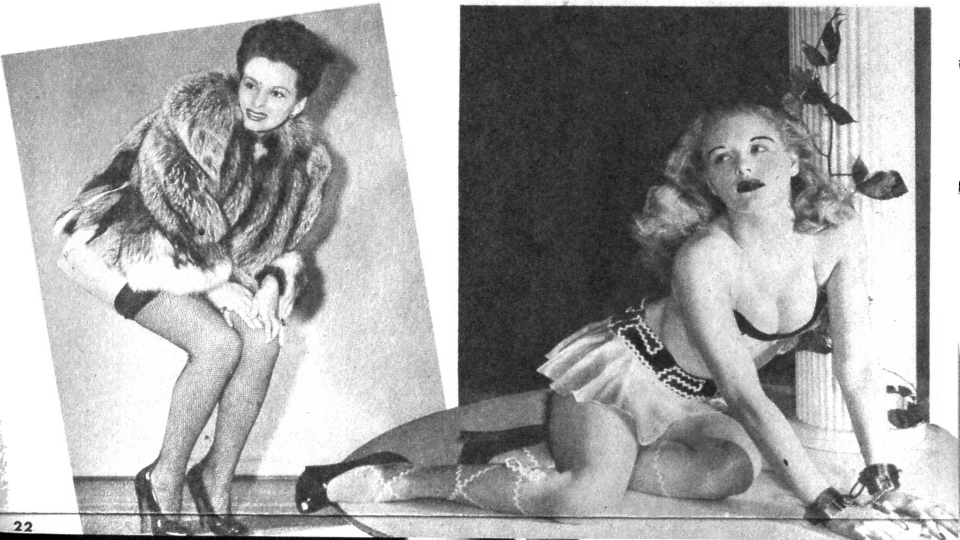
Gentlemen:

The aspiring, young actresses of this hectic age are too often prone to neglect the true essentials of their dramatic art. Yes, your star of today concentrates far too fervently on her appearance and pays little if no attention to the emotions which make for a true tragedian.

I defy you to show me a picture of an anguished lovely.

Now there's a challenge. Do you want to prove me wrong, or shall I forever hold fast to the memory of days when actresses acted.

D. S.



Two Full Pages Of Our Readers' Preferences

San Juan, Puerto Rico

Dear Sir,

I guess you, in the States, are so accustomed to seeing women stylishly and artfully dressed that you have tired of the spectacle. Possibly that is why your bathing beauties hold so much of your pictorial spotlight. Never having visited the U.S.A. I am most curious about your smart girls. I long fervently to see a shapely, young woman attired in garments so modish and chic that she would be quite the belle of any soiree.

Do let me see a chic Miss in full cocktail regalia with just a touch of intriguing undress.

Cordially,

Jose' P.

Seattle, Washington

Editor:

Possibly you will consider this an unusual request. I do not ask for an especially posed picture playing up any particular angle or odd preference. Mine is a simple desire that you let me feast my eyes once more upon the svelte, stunning silhouette of Gregg Sherwood, a model who, I understand, has currently reached the pinnacle of Broadway success. Miss Sherwood, a starry-eyed, strawberry blonde is my idea of a perfect beauty. Without boasting, I believe I show good taste in selecting Miss Sherwood as a repeater from amongst your bouquet of beauties.

Bob V.

Two Tasty Dishes

1. Ah-ha, two orders of gam on rye!

HAVE any of you guys ever eaten at Ann's Chili Parlor and Ptomaine Cafeteria? If you want aches for breakfast, just stop at Ann's. A stomach pump is served with every meal.

June stopped by the other day to have a snack. "Try a sandwich," Ann suggested. "Our ham sandwiches are nice, our salami is delicious, and our tongue sandwiches speak for themselves!" "I'll try a steak," June decided. "I'd like it good and rare."

"If it's good, it'll be rare!" answered Ann. Well, the steak came, and June bit into it. Then she looked to see if Ann had taken the saddle off! "You call this a steak?" June screamed. "When I bit into it, it gave me the horse laugh!"

Our Kids Are Crazy With the Eat!

3. Gonna make her eat the steak, babe? That'll be something to beef about!

2. Even if you can't cut the steak, hon, we're having a knife time watching!

4. Wow, look at our babes grappling. What gripping beauties!

5. You're only choking, aren't you, darling?

6. Now don't start pulling hair or you'll be getting too dandruff!

7. Hey, quit biting her hand. "I will not. I'm en-jawing myself!"

This Looks Like a Paddle Royal; Someone's Gonna Be Singing the Bruise!

8. Go ahead, let her have it, baby. You can spank on her!

TWO TASTY DISHES (Continued)

Ann tossed an order of mashed potatoes. June came back with a flying bowl of soup. There was more food in the air than on the table. The customer and the pretty waitress had the place looking like Madison Squaw Garden! Yeah man, their tussle was really a mess of scrambled legs until June took Ann over her knees for a smacking spanking. Well, thanks for the fight, kids. It was just what we ordered—two tasty dishes, some feud!

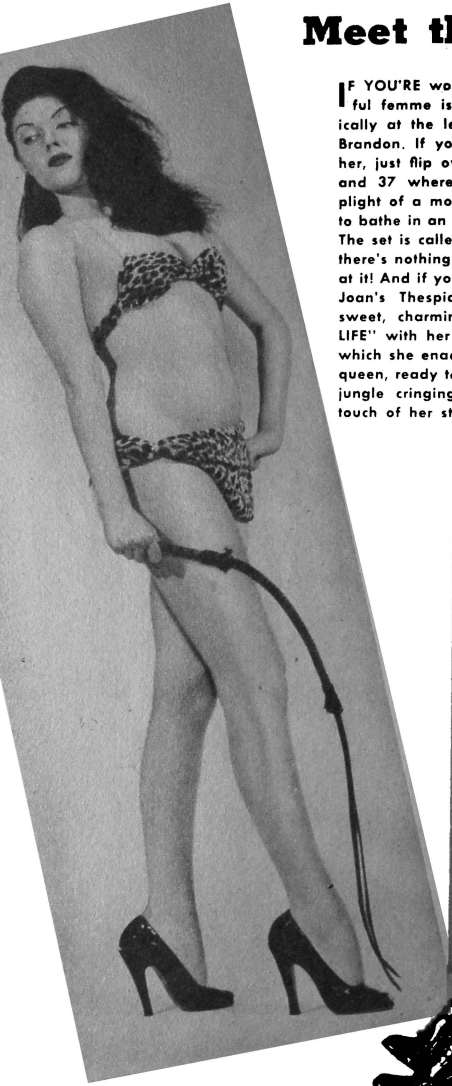
Hey, boys, how did you get in here? Don't you see a lady is deshabille, struggling with an errant garment? We don't mean to chase you away, but we think it would be wise if you just said, "Hello" to the lady and departed. Her name? Why she's Pat Parks, a cute and curvey chorine caught in an unguarded moment. Now will you scram?

Wonder Waist

Artifice can rarely improve on Mother Nature's super handiwork, yet here is a shining example to upset the rule. It is all encompassed in the person of stately and stunning Alberta Drake whose natural 36 inch bust, 25 inch waist, 36 inch hip, emerge in even more magnificent magnitude by the lacing of a corset which diminishes her waistline to a bare 18 inches.

October *Eyefuls*..

Meet the Looks of the Month

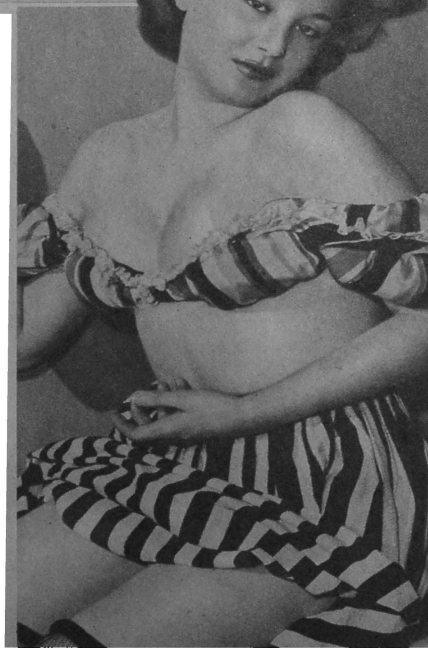


IF YOU'RE wondering who that forceful femme is who poses so dynamically at the left, it's voluptuous Joan Brandon. If you want to see more of her, just flip over to pages 34, 35, 36 and 37 where Joan is depicting the plight of a modern glamour gal trying to bathe in an old-fashioned wash tub. The set is called "IT'S A TUB LIFE", but there's nothing tough in having to look at it! And if you have any doubts as to Joan's Thespian ability, contrast her sweet, charming role in "IT'S A TUB LIFE" with her picture on this page in which she enacts an Amazonian jungle queen, ready to bring the beasts of the jungle cringing to her feet with one touch of her stinging whip.

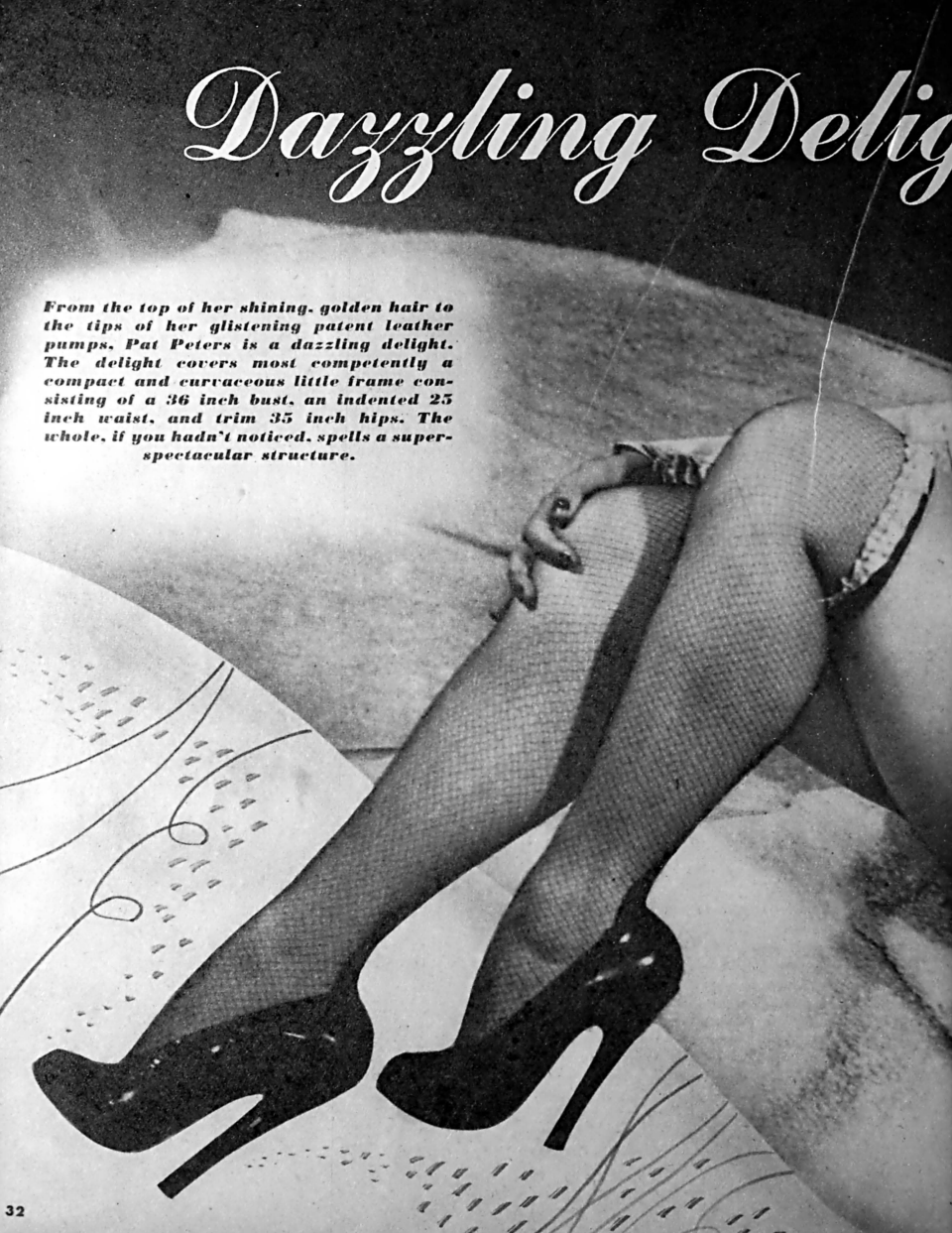
FOR THOSE of you who prefer you women dark, mysterious, and slightl on the exotic side, we suggest yo pause a moment to meet Maude Car son, an exciting brunette babe guar anteed to charm your heart. You ca see more of Maude in "TWO TAST DISHES", appearing on pages 24, 25 26 and 27. Maude plays the disguste customer in this paddle royal, and we'l let you in on a little secret. While we were shooting this set, Maude's fiery temperament got the better of her, and before we knew it, we had a real battle on our hands with fingernails bared and eyes flashing. Yes, never take Maude for a calm, phlegmatic woman, for a fiery temper lurks beneath her beauty

YOU'RE not going to believe this, boys, but it's the truth. Yes, her name really is Baby! Baby Lake is the tall, svelte blonde posed above. Baby also appears on pages 6, 7, 8 and 9 in a story about a broken heel, "HEEL TO PAY." Baby is as simple and unaffected as her name, and you can't help loving her, for our honey's home-spun kindness and natural charms have a beauty all their own. 36"-24"-24" are the vital statistics for those of you who know splendid proportions when you hear them, and you can't improve on those!

THE BUXOM blonde waitress in "TWO TASTY DISHES" on pages 24, 25, 26 and 27 is curvey Cindy Heller who tapes in at measurements sure to satisfy those of you who yen for the old-fashioned, buxom gal with full curves and exciting indentations. Cindy's bust is 35", her waist a slim 24", and her rounded hips measure 36". That's a combination bound to stop traffic, and as Cindy goes the rounds of her Manhattan modeling jobs, it frequently does! Cindy's favorite drink is milk, and perhaps milk-fed would be a good way to describe this golden delight who personifies the best and most natural in our native beauty types!



Dazzling Delig



From the top of her shining, golden hair to the tips of her glistening patent leather pumps, Pat Peters is a dazzling delight. The delight covers most competently a compact and curvaceous little frame consisting of a 36 inch bust, an indented 25 inch waist, and trim 35 inch hips. The whole, if you hadn't noticed, spells a super-spectacular structure.

ht

it's a tub life

1. Ah, what a pitcher — it bowls us over!

Ah, One of Our Bathing Beaut-tease!

2. You guys look at the pitcher. We'll watch the frame!

3. Say, wait a minute, what's coming off here?

YEAH, gents, back in the good old days of nickel beers and mustache cups, there was no such thing as modern plumbing. When Saturday night rolled around, the family had to haul out the old tin tub and fill it with pitchers of water heated on the kitchen stove.

Taking a bath was a real production in those days, and if you don't believe that, take a look at these pictures of Eve, our adorable model, trying to take a bath in an old-fashioned tub. Our honey started by filling the tub with pitchers of water. And talking about pitchers, Eve makes a lovely one herself. Well, hurry up and get in the tub, sweet. Peek? Who, us? Of course we won't peek. (We didn't say positively!)

4. Yeah, you look roll right to us, baby!

WHEN Eve got the tub filled with water, she undressed, and stepped in. Getting into one of those tubs is like crawling into a thimble for a big, well-curved gal like our honey, but she managed all right. Eve is very anxious to get that bath 'cause sugar knows grime doesn't pay! Well, we don't care what you bathe in, babe; you're tubs with us!

When Eve started soaping herself, there was plenty of Lifebuoy! You boys have good Lux being able to watch our darling take a bath. What other magazine Duz so much for you? Hey, Eve, this bathing rinse into time. Come on, you must be clean by now, step out of the tub. What's that? You won't stand up till we turn the page? Gee whiz, it's a tub life!

5. Angel, you're a toweling success!

6. Stop it! If you drop that bra, you might bust the camera!

Wash Closely, Boys, Wash Closely!

8. That's it, sweet. Keep to the straight and narrow bath!

9. Brushing your back, dear? We'll b-rush right over and help!

7. How's the water, honey toe hot or toe cold?

Lustrous Locks

Virginia Carnegie is all soft curves, shining tresses, and sweet perfection.

IN THIS modern era of short aerial flights, short cuts and short bobs, it is truly amazing to find three temptresses who have thru changing trends and fashion fads clung tenaciously to what has long been considered a cutie's crowning glory. Thus, today all three throw a challenge to the Godiva of old with their terrifically thrilling tresses.

You can't top Arlene Forrest for all-around face and figure interest.

Betty Valcourt gives you that languorous look, full of heart-warming appeal.

Scrappy Sirens

EVERY controversy, however great or trifling, is being solved today in a decisive and final manner. For, while the UN works long and hard upon the problems of the world, while Congress mauls over the difficulties of the country, and Senators wrestle with questions of state, daring damsels bring their feelings to an end by venting their fistic emotions upon the old mat. Yes, today's honeys find that any argument will reach a conclusion when it is brought into the open and exposed to a few deadly grips and holds.

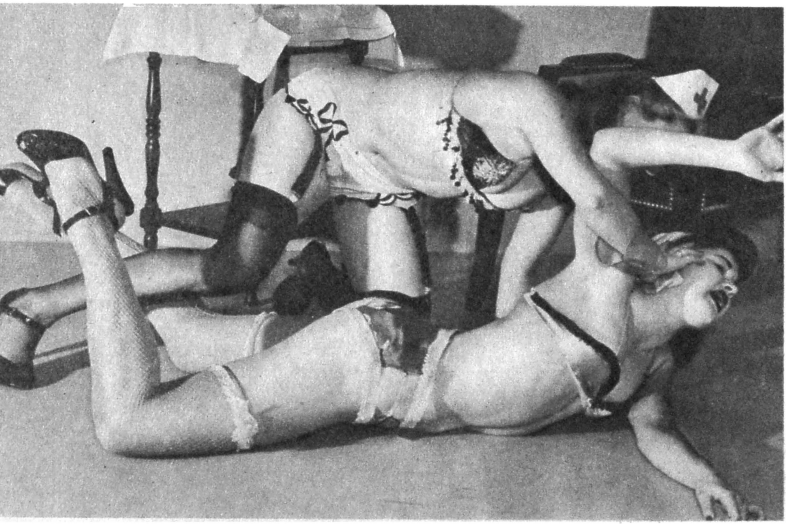
In Grandma's day, the properly brought-up beauty turned her nose up at force and fairly fainted at the suggestion of exchanging blows with a willing opponent.

Today's gay daughters, scornful of the la-de-dah manners of by-gone days, bare their fists and throw out their torsos, ready for any fracas that may ensue. Like their brothers they insist that a show of strength will vanquish the foe and iron out the difficulty.

That is why fuss and feathers fly with such frequency in co-ed dormitories, in backstage dressing-rooms, and in silken boudoirs. However, disagreements alone are not the cause for the epidemic of lady wrestlers which encircles the globe. Whether it be for the glory of it, the sport of it, or the heck of it—shapely sirens have found a new release for their pent-up emotions in the exchange of blows.

Though many a cutie today has taken a long and intense course in judo, scientific wrestling, or allied fistic arts, she becomes a slave to her temperament the moment a bout takes an unexpected turn. Therefore, whatever it is billed at the beginning, a match of two females invariably turns into a cat-fight. The hair pulling, the skin-biting, and the blood-letting turn any arena into a spectacle which graphically reveals a Roman holiday in its most vicious aspects.

Strangely enough, the girls who seriously partake of



Fierce as any beasts of the jungle are these savage socko-sweeties.

Clutch-and-Claw Route

Justice in the higher court.

this sport do not often fall into the big, broad, and beefy category. The champions in the field, as a matter of fact, are the spunky little lightweights who are as fearless as tigresses and as quick to deal a telling blow. These bantam-weight hell-cats compensate for their lack of size by the desire to win at all costs.

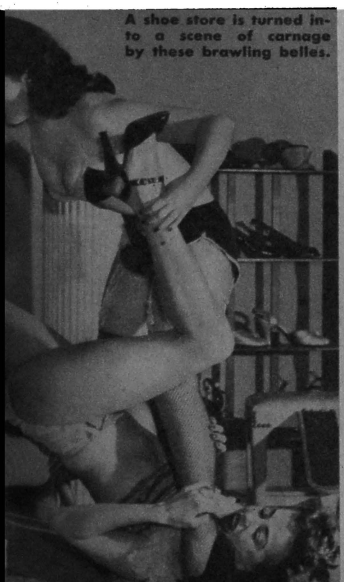
A case in point, Mildred Burke, recognized lady wrestler, stands a bare five feet in her stocking-feet, weighs only 118 pounds, but has a bull-like, 17 inch neck, and biceps which would make the toughest steve-edore envious. Yet, this diminutive darling has daringly taken on men and women who tower inches above her, and despite their weight and strength rendered them totally helpless.

Like the Napoleons of old, Mildred has firmly established the fact that the size of the package can often belie its potency. Wrapped compactly and cleverly, a fabulous amount of dynamite is enclosed in a bundle which may appear deceptively innocent to the unwary. Possibly, it is this long-established theory of the weakness of the feminine sex which makes it operate in this violent compensatory manner. Asking no brief, allowing for no handicaps, courageous cuties pitch in to make a showing which will forever henceforth question the dominance of the so-called he-men.

Yes, scrappiness has become a most unusual attribute of the clinging vine. No pass goes unnoticed; no insult is forgotten. Long fangs, sharp white teeth, and gripping legs combine to pin down the enemy—be she real or imagined.

The gorgeous girl who looks like so much wolf bait is actually very often a bear trap and one which will render her victim a broken and bloody pulp.

Withal, we put ourself on record as being in favor of the savage, scrappy sirens who makes our wildest dreams seem like mild picnics.



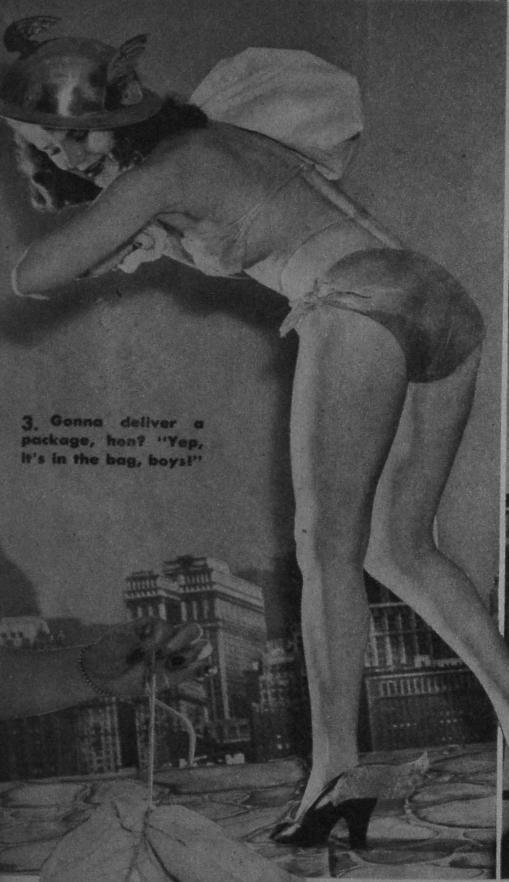
A shoe store is turned into a scene of carnage by these brawling belles.

What's [illegible] ankle or arm when beauties batt[illegible]

MEET A MISSINGER WHO REALLY DELIVERS THE GOODS!

1. You look cute without the helmet. "O-kay, the helmet it!"

2. Hmm, looks like you're tying up traffic, sweet!



3. Gonna deliver a package, hon? "Yep, it's in the bag, boys!"

4. Hey, can we see you a little ladder, honey?

. . . Miss Mercury?

And How We Miss Her!

IN Roman mythology, Mercury was the Western Union boy who went Roman all over the place with messages for the gods—a sort of airmail pilot, except that Mercury had wings on his heels instead of wings on his chest. Well, our Miss Mercury is a messenger too, but her bosses are always complainin' about her slowness. "Yeah, that's right," says Miss Mercury. "Those rips want nothin' but fast women!" Our adorable Miss Mercury delivers anything: candy, flowers, packages of all kinds. But sugar had a little trouble getting around. Y'see, gents, this messenger business is awfully hard on the feet. After a day of running around with packages, our sweetie's dogs were barking. "Gee, I wish these wings on my feet really worked," cried our honey. "Then this business would be flyin' and dandy!"

MISS MERCURY (Continued)

But as long as little Miss Mercury couldn't fly, she decided to buy herself a scooter and deliver packages on that. (Yeah, Elmer, too bad she didn't buy a bicycle and go bike to nature!) So our honey bought a two-wheel scooter, painted red. It was an old, second-hand job, a Model-Tease, but toots oiled it up and tried it out. Baby felt right at home on it, probably because of that scoot suit she's wearing! But the first time our angel tried delivering a package on her scooter, the wheels came off, the handle fell apart, the brakes didn't work, and poor Miss Mercury was tossed for a loop. "Guess I should have had floor wheel brakes!" cried our darling. Ah well, honey, scooter or no scooter, you're a wheel treat for the eyes!

6. Gee, ain't she a wavin' beauty!

5. We don't know what you're doin', babe, but it's all right with us!

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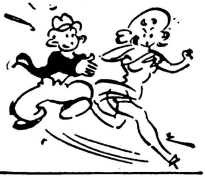

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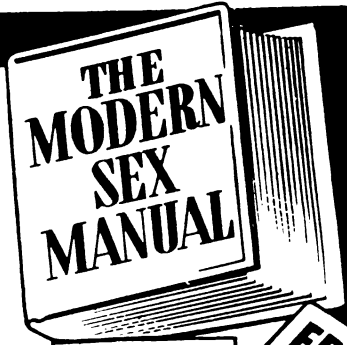

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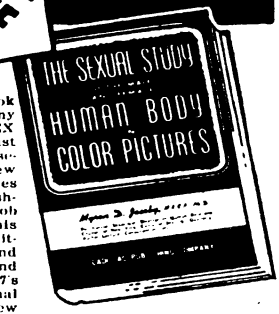

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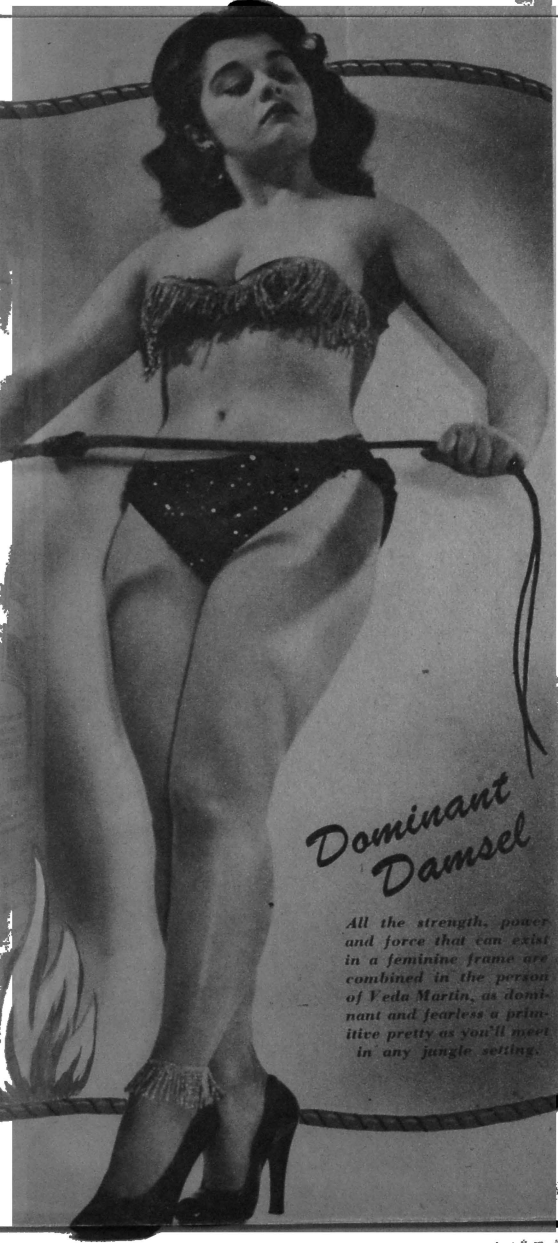

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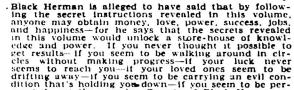

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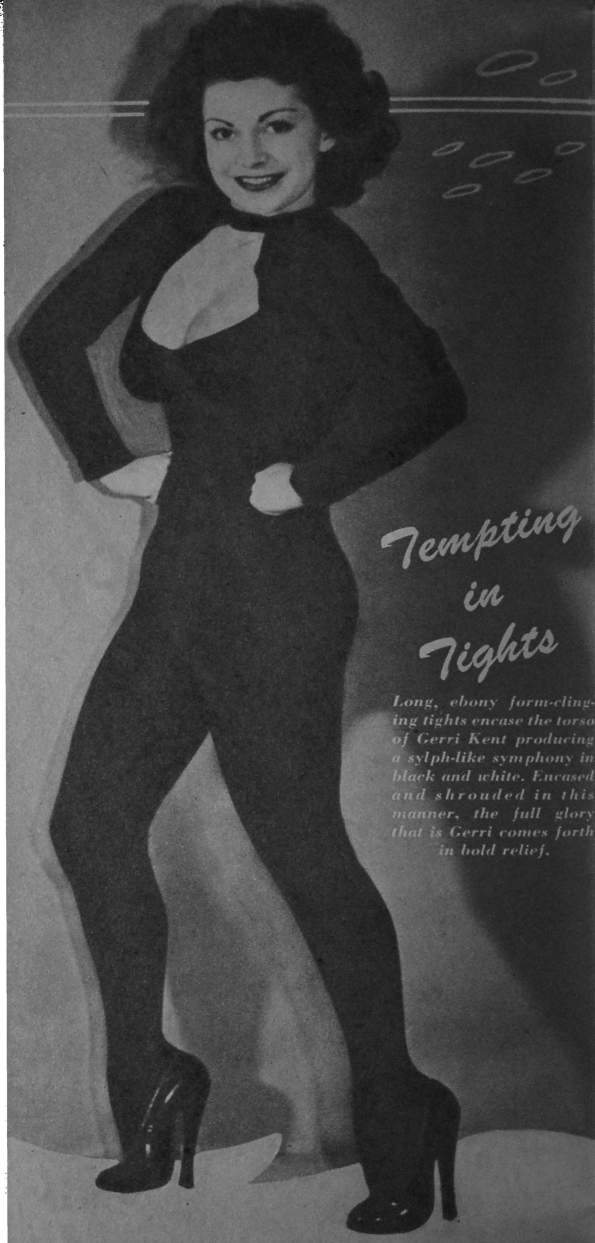

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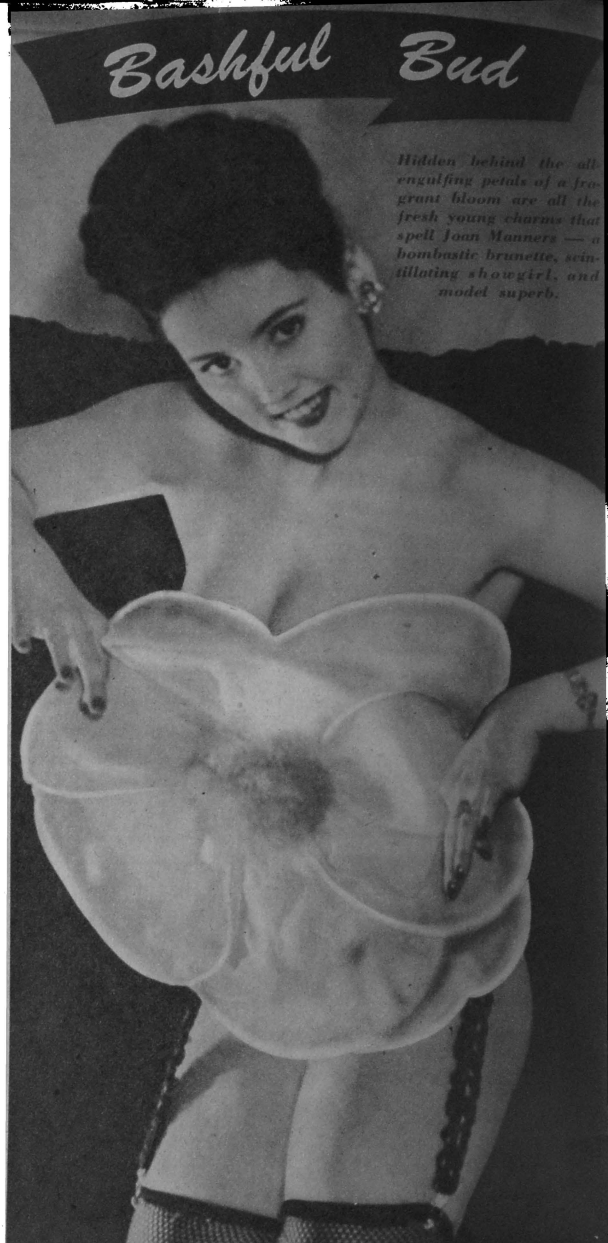

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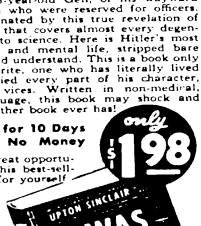

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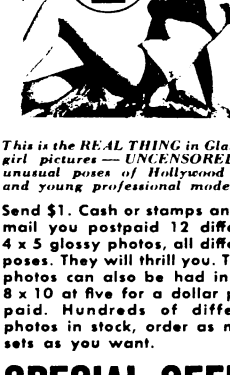

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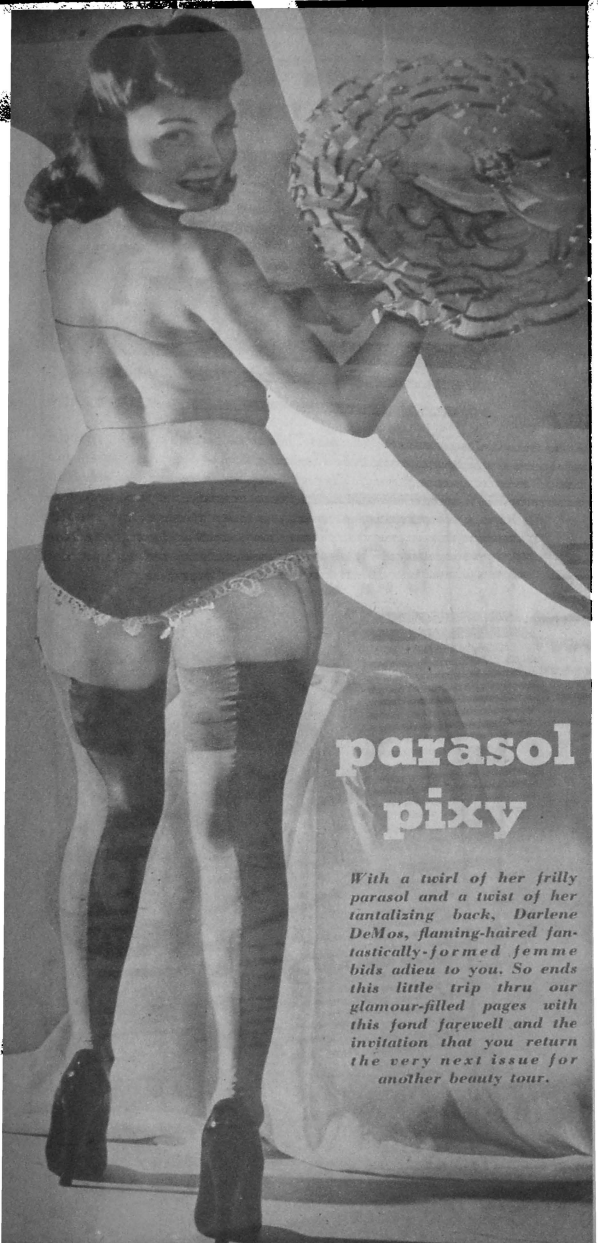

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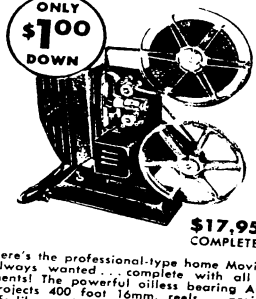

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This is a recent photo of Charles Atlas showing how he looks today. This is not a studio picture but an actual untouched snapshot.

Here's What Only 15 Minutes a Day Can Do For You

I DON'T care how old or young you are, or how ashamed of your present physical condition you may be. If you can simply raise your arm and flex it I can add SOLID MUSCLE to your biceps—yes, on each arm—in double-quick time! Only 15 minutes a day—right in your own home—is all the time I ask of you! And there's no cost if I fail.

I can broaden your shoulders, strengthen your back, develop your whole muscular system INSIDE and OUTSIDE! I can add inches to your chest, give you a vise-like grip, make those legs of yours lithe and powerful. I can shoot new strength into your old backbone, exercise those inner organs, help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling! Before I get through with you I'll have your whole frame "measured" to a nice, new beautiful suit of muscle!

What's My Secret?

"*Dynamic Tension!*" That's the ticket! The identical natural method that I myself developed to change my body from the scrawny, skinny-chested weakling I was at 17 to my present super man physique! Thousands of other fellows are becoming marvelous physical specimens my way. I give you no gadgets or contraptions to fool with. When you have learned to develop your Strength through "*Dynamic Tension*" you can laugh at artificial muscle-makers. You simply utilize the DORMANT muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid LIVE MUSCLE.

My method—"*Dynamic Tension*"—will turn the trick for you. No theory—every exercise is practical. And, man, so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of "*Dynamic Tension*" almost unconsciously every minute of the day—walking, bending over, etc.—to BUILD MUSCLE and VITALITY.

FREE BOOK

"Everlasting Health and Strength"

In it I talk to you in straight from-the-shoulder language. Packed with inspirational pictures of myself and pupils—fellows who became NEW MEN in strength, my way. Let me show you what I helped THEM do. See what I can do for you! For a real thrill, send for this book today. AT ONCE. CHARLES ATLAS, Dept. 3099, 115 East 23rd Street, New York 10, N. Y.

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I want the proof that your system of "*Dynamic Tension*" will help make a New Man of me—give me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name.....
(Please print or write plainly) Age

Address.....

City..... State.....